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ABSTRACT

In early 1982, a survey of the educational needs of adult residents of Watauga County was conducted by Caldwell Community College and Technical Institute (CCC&TI). The study sought to assess respondents' needs for additional curriculum programs, non-credit programs, educational services, general interest courses, and home courses by cablevision. Telephone interviews, using random-digit dialing, were conducted with 500 residents from the target population of 16,634 adults. Study findings indicated: (1) 95% of the residents were aware that CCC&TI offered programs through the Watauga Division; (2) the three credit programs requested by the greatest number of respondents were nursing, auto mechanics, and electronic data systems; (3) non-credit needs included programs for day care personnel, nurses' assistants, and emergency medical technicians; (4) the most requested general interest courses were beginning classes in photography, quilting, woodworking, and sewing; (5) 38% of the respondents had cablevision and 26% of these were interested in taking a course through this medium; (6) the programs most requested by respondents interested in obtaining a two-year degree were business administration and nursing and by four-year degree aspirants, business administration and computer science; and (7) respondents felt there was a need for more advertising, career counseling, and transportation. The report includes cost information, frequency tables, a discussion of the sampling method, and the questionnaire. (HB)

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ED224529

CALDWELL COMMUNITY COLLEGE AND TECHNICAL INSTITUTE

WATAUGA DIVISION

NEEDS ASSESSMENT SURVEY

June 1982

Conducted by
Margarette Clegg

Edited by
Candace Tippett

CCC & TI Office of Research and Planning

JC 830 004

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I. RATIONALE

The Office of Research and Planning is responsible for conducting a periodic update of CCC & TI's long range plan. As part of this process, needs assessment activities are conducted for many different segments of the institution and the community.

One of the major goals for the new long range plan is to provide more educational opportunities and services to the citizens of Watauga County. The purpose of this study, then, was to assess the educational needs of Watauga County residents so that college officials might be better prepared to establish objectives for meeting those needs.

II. GENERAL STRATEGY

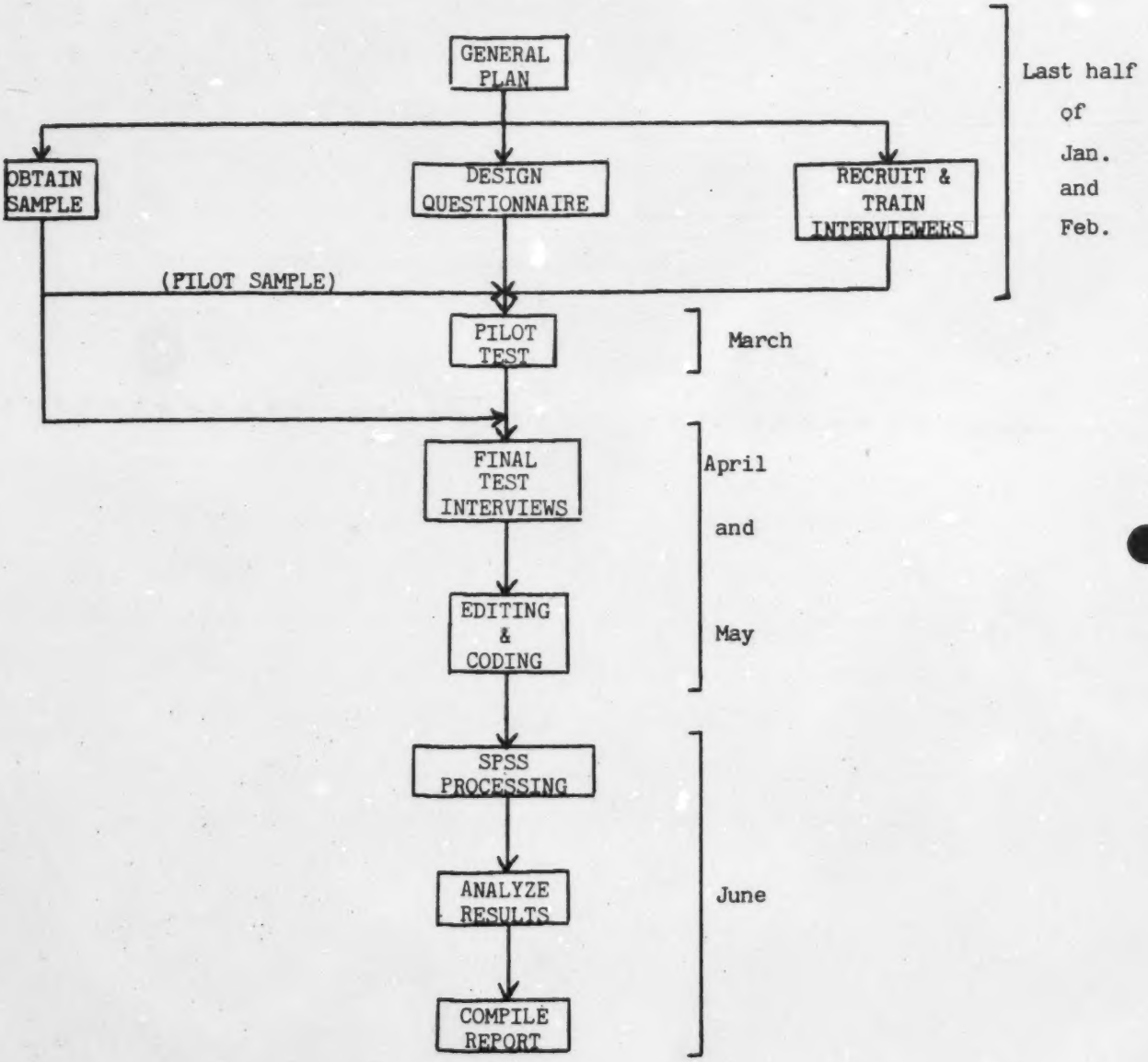
The general goal of the study was to determine the educational needs of the residents of Watauga County. To reduce the general goal to more specific objectives and to identify an overall strategy, the coordinator conducted a personal interview with each member of CCC & TI's executive council, the college's deans, departmental chairpersons, and the Watauga Division administrators. While this initial survey of people was being conducted, interviews were also held with local researchers, and a review of literature regarding survey methodology was begun. The results of all the interviews and literature research determined the general strategy of the study.

Telephone interviews using random-digit dialing was chosen as the survey method for this study. Interviewers would be recruited and trained. A questionnaire would be designed for telephone use. A 30-sample pilot study would be conducted, results analyzed, and revisions made to the survey instrument and procedure. An investigation into the computer processing of data by SPSS (Statistical Package for the Social Sciences) would begin. The final study would be conducted, data tabulated, and the results reported.

A basic time frame in the form of a flow chart was developed for each phase of the process. (See Chart A on page 4). In this report, each part of the process is detailed under its appropriate heading.

CHART A

FLOW CHART AND TIME TABLE FOR SURVEY PROCESS



III. SAMPLING

A. Target Population

1. Definition

The target population for the study was defined to be the adult year-round residents of Watauga County. An adult was defined to be any person 16 years or older. The input from high school students was desired as they represent some of the future students of the Watauga Division. The "year-round" descriptive modifer would serve to eliminate these people who were only seasonal residents of the county. Also excluded from the sample were full-time ASU students, since their educational needs were being met by the university.

2. Calculation process and results

To determine to what degree our survey sample represented the target population, the number of people in the target population was calculated and compared to the sample on bases of sex and age (See Appendices I and II for comparisons). The target population (16,634) equaled the number of adults (aged 16 and older) minus the number of full-time ASU students.

Charts B through D, pages 8 - 10, contain the information used to derive the target population. Chart B shows the 1980 Census data of the population of Watauga County. Chart C shows the ASU 1979 fall student enrollment. Chart D shows the target population by age ranges and sex.

It should be noted that the target population is an estimated figure due to some unknown factors. There were three groups of students represented in the ASU student enrollment (Chart C) for which adjustments should have been made, but the number of students in each group was unavailable. The groups represent a small number of students and did not have a significant effect on the final results. One group consisted of ASU faculty and staff members who were enrolled in ASU. A second group consisted of those ASU students who lived outside Watauga County. The third group consisted of those 1979 fall students who did not return to ASU in the spring when the Census was taken. The number of students in these three groups should have been subtracted from the ASU student enrollment for the purposes of the survey.

The age ranges used in the survey were based on those used in the Census data and differed from the ASU student age ranges. Adjustments to the ASU ranges were made as noted on Chart C.

B. Sampling Method

Telephone interviews using random-digit dialing was chosen as the survey method. The rationale for this choice was based on the fact that sampling random telephone numbers is relatively easy and inexpensive, and conducting interviews by telephone is generally more effective than a mail-

out survey and more practical than a face-to-face survey. Also, a larger sample of people could be contacted by telephone within a given time frame than by other survey methods.

A detailed description of the application of the sampling method is outlined in Appendix VI.

CHART B

WATAUGA COUNTY
PERSONS BY SEX BY AGE
U.S. CENSUS
1980

	TOTAL	FEMALE
Under 1 Year	352	159
1 and 2 Years	648	308
3 and 4 Years	626	294
5 Years	339	184
6 Years	344	154
7 to 9 Years	1134	543
10 to 13 Years	1565	756
14 Years	366	177
15 Years	416	206
16 Years	444	207
17 Years	463	219
18 Years	1332	706
19 Years	1843	988
20 Years	1735	948
21 Years	1605	838
22 to 24 Years	2488	1172
25 to 29 Years	2493	1230
30 to 34 Years	2180	1069
35 to 44 Years	3233	1647
45 to 54 Years	2563	1343
55 to 59 Years	1351	720
60 and 61 Years	428	227
62 to 64 Years	693	361
65 to 74 Years	1772	978
75 to 84 Years	932	559
85 Years and Over	321	207

CHART C

Appalachian State University

RESIDENT CREDIT ENROLLMENT BY AGE

Fall 1979

	UNDERGRADUATE				GRADUATE			
	Male	Female	Total	%	Male	Female	Total	%
Less than 18	14	20	34	0.4	0	0	0	0.0
18	698	848	1546	18.7	0	0	0	0.0
19	718	841	1559	18.8	0	0	0	0.0
20	701	857	1558	18.8	1	1	2	0.2
21	684	858	1542	18.6	0	8	8	0.8
22	454	410	864	10.4	24	45	69	7.2
23	235	130	365	4.4	41	48	89	9.2
24	127	54	181	2.2	41	43	84	8.7
25-30 *	281	153	434	5.3	178	185	363	37.6
31-35	44	53	97	1.2	83	102	185	19.2
* 36-40	13	30	43	0.5	33	55	88	9.1
* 41-50	20	20	40	0.5	20	43	63	6.5
* 51-64	3	10	13	0.2	3	11	14	1.5
65 and over	1	0	1	0.0	0	0	0	0.0
Unknown	0	0	0	0.0	0	0	0	0.0
T O T A L	3993	4284	8277	100.0	424	541	965	100.0

*To conform with the U.S. Census, these age ranges were adjusted to 25-34, 35-44, 45-54, and 54-64 respectively.

CHART D

TARGET POPULATION

	MALE		FEMALE		TOTAL	
AGE	NUMBER	% OF TARGET POPULATION	NUMBER	% OF TARGET POPULATION	NUMBER	% OF TARGET POPULATION
16-19	532	3.2	411	2.5	943	5.7
20-24	562	3.4	504	3.0	1,066	6.4
25-34	1,788	10.7	1,806	10.9	3,594	21.6
35-44	1,540	9.2	1,562	9.4	3,102	18.6
45-54	1,180	7.1	1,280	7.7	2,460	14.8
55-65	1,158	7.0	1,287	7.7	2,445	14.7
Over 65	1,280	7.7	1,744	10.5	3.024	18.2
TOTALS	8,040	48.3%	8,594	51.7%	16,634	100%

IV. QUESTIONNAIRE DESIGN

A questionnaire to meet the objectives of the survey was designed to be brief for telephone use and easily coded for computer processing. The objectives of the questionnaire were to assess the respondents' felt needs for additional curriculum programs, non-credit programs, educational services, and general interest courses to be offered at the Watauga Division. The interest of the respondents in taking a course at home on cablevision was also investigated. Lastly, the educational goals of the respondents were queried to determine the current interest in credit programs. The variables of sex and age were cross tabulated to determine whether the sample was representative of the target population.

Changes to the pilot survey questionnaire (pages 12-14) were implemented in the final survey questionnaire. Changes included: separating question C on the pilot study into questions C_1 and C_2 on the final study which first asked the respondents to identify additional curriculum programs and then to identify additional non-credit programs they felt should be offered at the Watauga Division. Question D on the pilot study was reworded on the final study to provide greater clarity. Question F on the pilot survey form regarding cablevision was changed on the final form to first ask the respondents if they had cablevision. The variables of day and time of interview were added to the final questionnaire. The length of interview, included on the pilot, was deleted from the final survey questionnaire.

PILOT STUDY
WATAUGA DIVISION CALDWELL COMMUNITY COLLEGE & TECHNICAL INSTITUTE

NEEDS ASSESSMENT SURVEY

Interviewer	Length of Interview	Telephone Number	Case Number
_____	_____ minutes	☐☐☐-☐☐☐☐	_____

Hello, my name is _____, and I'm with Caldwell Community College.

We're conducting a survey to determine what courses and programs you would like to have offered here in Watauga County.

Are you a year-round resident of Watauga County?

( ) Yes ( ) No → Is there an adult in the household that is?

Your telephone number has been selected at random.

Therefore, I don't know your name or address, so all your answers will be confidential.

If you will help us, I would like to ask you just a few questions.

A. Are you aware that Caldwell Community College offers programs in Watauga County?

( ) 1. Yes ( ) 2. No (Explain)

B. Are you aware that these programs are offered through the Watauga Division?

( ) 1. Yes ( ) 2. No

C. I am going to read a short list of programs presently offered by the Watauga Division.

Will you tell me which programs you feel are important for the Wataug Division to provide?

(Continuing Education)
( ) 1. Reading Program
( ) 2. High School Diploma Program
( ) 3. General Interest Courses

(Curriculum Programs of a Technical Nature)
( ) 4. Business Administration
( ) 5. Paralegal
( ) 6. Secretarial Science
( ) 7. Industrial Maintenance Engineer

D. Are there any other programs or services that you think the Watauga Division should provide?

( ) 1. Yes ( ) 2.

_____

_____

_____

E. Are you interested in taking any general interest courses such as crafts, music, or photography?

( ) 1. Yes ( ) 2. No

_____

_____

_____

_____

_____

14

F. Caldwell Community College is thinking about offering courses in the home by cablevision.

Would you be interested in taking a course at home on cablevision?

( ) 1. Yes ( ) 2. No
( ) 3. No cablevision
( ) 4. No TV

What day of the week would you prefer to have it offered?

	M	T	W	T	F	S	S
Morning	( )	( )	( )	( )	( )	( )	( )
Afternoon	( )	( )	( )	( )	( )	( )	( )
Night	( )	( )	( )	( )	( )	( )	( )

What time of the year?

( ) Spring ( ) Fall
( ) Summer ( ) Winter

G. Are you presently enrolled in school or college?

( ) 1. Yes ( ) 2. No

Which one?

_____

(If a community college -)

What program are you enrolled in?

_____

Why did you enroll there?

_____

H. If you had the opportunity, what would be your educational goals for the next 5 years?

( ) 1. None
(GO TO 'J')

( ) 2. High School Diploma
(GO TO 'I')

( ) 3. Certificate or diploma needed for an occupation such as an electrician, nurse, beautician, or real estate salesman
(GO TO 'H.3')

( ) 4. 2-year College Degree (AA,AAS)
(GO TO 'H.4')

( ) 5. 4-year College Degree (BS,BA,BT)
(GO TO 'H.5')

( ) 6. Other _____

_____
(GO TO 'J')

H.3 What occupation would you like your training in?

_____

How long would you like the training to last?

( ) 1. less than 6 months
( ) 2. 6-12 months
( ) 3. 1-2 years

When would you prefer to attend classes?

	M	T	W	T	F	S	S
Morning	( )	( )	( )	( )	( )	( )	( )
Afternoon	( )	( )	( )	( )	( )	( )	( )
Night	( )	( )	( )	( )	( )	( )	( )

What time of the year?

( ) Spring ( ) Fall
( ) Summer ( ) Winter

(GO TO 'I')

H.4 What would you like to study for your 2-year degree?

_____

If the Watauga Division offered this program, would you enroll in it?

( ) 1. Yes ( ) 2. No

Would you mind telling me why?

_____

_____

(GO TO 'J')

When would you prefer to attend classes?

	M	T	W	T	F	S	S
Morning	( )	( )	( )	( )	( )	( )	( )
Afternoon	( )	( )	( )	( )	( )	( )	( )
Night	( )	( )	( )	( )	( )	( )	( )

What time of the year?

( ) Spring ( ) Fall
( ) Summer ( ) Winter

(GO TO 'I')

H.5 What would you like to study for your 4-year degree?

_____

Would you attend the Watauga Division of Caldwell Community College for 2 years if your courses would transfer to a 4-year college?

( ) 1. Yes ( ) 2. No

(GO TO 'I') Would you mind telling me why?

_____

_____

(GO TO 'J')

I. Would there be anything such as lack of child care or transportation that might keep you from reaching your goal?

( ) 1. Yes ( ) 2. No

_____

_____

J. Will you tell me which of the following categories I will read includes your age?

( ) 1. 15-19
( ) 2. 20-24
( ) 3. 25-34
( ) 4. 35-44
( ) 5. 45-54
( ) 6. 55-65
( ) 7. over 65

K. Sex (do not ask)

( ) 1. Male ( ) 2. Female

Those are all the questions I have to ask you.
Do you have any other comments you would like to make?

16

FINAL SURVEY
WATAUGA DIVISION CALDWELL COMMUNITY COLLEGE & TECHNICAL INSTITUTE

NEEDS ASSESSMENT SURVEY

Interviewer | Telephone Number _____ – _____ | Case Number _____

OPENING STATEMENT

Hello, my name is _____, and I'm with Caldwell Community College.

We're conducting a survey to determine what courses and programs you would like to have offered here in Watauga County.

Are you a year-round resident of Watauga County?

( ) Yes ( ) No Is there an adult in the household that is?

Your telephone number has been selected at random, so all your answers will be confidential.

If you will help us, I would like to ask you a few questions.

A. Are you aware that Caldwell Community College offers programs in Watauga County?

( ) 1. Yes ( ) 2. No (Explain)

B. Are you aware that these programs are offered through the Watauga Division?

( ) 1. Yes ( ) 2. No

C_1. Presently, the Watauga Division offers 2-year degree programs in business administration, secretarial science, paralegal, and industrial engineer.

Are there other curriculum programs that you think should be offered?

( ) 1. Yes ( ) 2. No

_____

_____

_____

_____

C_2. The Continuing Education Department the Watauga Division now offers a reading program (for adults), High School Diploma Program, and general interest courses.

Are there any other non-credit programs that you feel should be offered?

( ) 1. Yes ( ) 2. No

_____

_____

_____

_____

D. Are there any services such as financial aid, career counseling, or program or course information that you think the Watauga Division should provide?

( ) 1. Yes ( ) 2. No

_____

_____

_____

_____

_____

E. Are you interested in taking any general interest courses such as crafts, music, or photography?

( ) 1. Yes ( ) 2. No

_____

_____

_____

_____

_____

F. Caldwell Community College is thinking about offering courses in the home by cablevision.

Do you have cablevision?

( ) 1. Yes ( ) 2. No TV
(GO TO 'G')

( ) 3. No cablevision

IF you had cablevision, would you be interested in taking a course at home on cablevision?

( ) 1. Yes

( ) 2. No
(GO TO 'G')

Would you be interested in taking a course at home on cablevision?

( ) 1. Yes ( ) 2. No
(GO TO 'G')

What day of the week would you prefer to have it offered?

	M	T	W	T	F	S	S
Morning	( )	( )	( )	( )	( )	( )	( )
Afternoon	( )	( )	( )	( )	( )	( )	( )
Night	( )	( )	( )	( )	( )	( )	( )

What time of the year?

( ) Spring ( ) Fall
( ) Summer ( ) Winter

G. Are you presently enrolled in school or college?

( ) 1. Yes ( ) 2. No

Which one?

_____

(IF a community college -)

What program are you enrolled in?

_____

Why did you enroll there?

_____

H. If you had the opportunity, what would be your educational goals for the next 5 years?

( ) 1. None
(GO TO 'J')

( ) 2. High School Diploma
(GO TO 'I')

( ) 3. Certificate or diploma needed for an occupational such as an electrician, nurse, beautician, or real estate salesman
(GO TO 'H.3')

( ) 4. 2-year College Degree (AA,AAS)
(GO TO 'H.4')

( ) 5. 4-year College Degree (BS,BA,BT)
(GO TO 'H.5')

( ) 6. Other _____

_____
(GO TO 'J')

H.3 What occupation would you like your training in?

_____

How long would you like the training to last?

( ) 1. less than 6 months
( ) 2. between 6 & 12 months
( ) 3. 1-2 years

When would you prefer to attend classes?

	M	T	W	T	F	S	S
Morning	( )	( )	( )	( )	( )	( )	( )
Afternoon	( )	( )	( )	( )	( )	( )	( )
Night	( )	( )	( )	( )	( )	( )	( )

What time of the year?

( ) Spring ( ) Fall
( ) Summer ( ) Winter

(GO TO 'I')

H.4 What would you like to study for your 2-year degree?

_____

If the Watauga Division offered this program, would you enroll in it?

( ) 1. Yes ( ) 2. No
( ) 3. Enrolled at CCC & TI
(GO TO 'J')

Would you mind telling me why?

_____

_____
(GO TO 'J')

When would you prefer to attend classes?

	M	T	W	T	F	S	S
Morning	( )	( )	( )	( )	( )	( )	( )
Afternoon	( )	( )	( )	( )	( )	( )	( )
Night	( )	( )	( )	( )	( )	( )	( )

What time of the year?

( ) Spring ( ) Fall
( ) Summer ( ) Winter

(GO TO 'I')

H.5 What would you like to study for your 4-year degree?

_____

Would you attend the Watauga Division of Caldwell Community College for 2 years if your courses would transfer to a 4-year college?

( ) 1. Yes ( ) 2. No
( ) 3. Enrolled at CCC & TI
(GO TO 'J')

Would you mind telling me why?

_____

_____
(GO TO 'J')

I. Would there be anything such as lack of child care or transcportation that might keep you from reaching your goal?

( ) 1. Yes ( ) 2. No

_____

_____

J. Will you tell me which of the following categories I will read includes your age?.

( ) 1. 16-19
( ) 2. 20-24
( ) 3. 25-34
( ) 4. 35-44
( ) 5. 45-54
( ) 6. 55-65
( ) 7. over 65

Those are all the questions I have to ask you.
Do you have any other comments you would like to make?

Thank you very much for helping us.
Your cooperation is appreciated.

K. Sex

( ) 1. Male ( ) 2. Female

L. Day of Interview (circle)

M T W T F S

M. Time of day of interview

___:___ AM PM

V. FIELD WORK

A. Interviewers

Along with the coordinator, three ASU students interning at the Watauga Division constituted the main group of interviewers. During the final survey, another ASU intern provided some assistance as well as an ASU masters intern.

A four hour orientation meeting was held to introduce the first group of interns to the purpose of the survey, the original questionnaire, and the basic structure and programs of CCC & TI and its Watauga Division. To initially acquaint them with telephone interviewing techniques and concepts, prior to this meeting, the interns read material on interviewing principles and procedures (4:3.1-3.5). During the meeting, the interviewers familiarized themselves with the questionnaire by role playing telephone interviews.

The interviewers were provided materials to review and to keep by the telephone when they were calling. Besides the survey forms, telephone case numbers and the CCC & TI catalog, the interviewers had a list of information including the names of Watauga Division administrators and CCC & TI departmental chairpersons, addresses and telephone numbers for each location, and program descriptions with corresponding catalog page numbers. As some respondents requested information during an interview, it was helpful to have general information at hand, and the names and telephone numbers of contact people for referrals for more detailed information.

Throughout both surveys, close contact was maintained with the interviewers to insure the collection of good, error-free data. This necessitated collecting and editing the survey forms weekly in order to detect and eliminate any problems.

It was mentioned that the last two interns became involved in the final survey only. The coordinator met individually with these people for an orientation to the study and subsequently closely supervised their work. Their work was quite satisfactory and more than compensated for the coordinator's invested time.

B. Interviewing

For the pilot survey, the interviewers called Monday through Friday from 5:00 p.m. to 9:00 p.m. and on Saturday from 10:00 a.m. to 9:00 p.m. For the final survey, calls were made from Monday through Saturday from 10:00 a.m. to 9:00 p.m. No calls were made on Sunday for either survey.

In order to increase the final survey's number of cases from 300, as originally discussed, to 500, it was decided to extend the interviewing hours to include the weekday mornings and afternoons. Because there was concern of interviewing a higher percentage of women and elderly people during this added time period, the variables of time and day of interview as well as sex and age were cross tabulated and compared to the target population.

Although recruitment was not a goal of the survey, as a result of some conversations, several respondents became interested in a particular program and were referred to the appropriate

staff person and encouraged to call regarding their request. Consequently, all the interviewers began to realize that beside collecting survey data for CCC & TI, they were also serving in a public relations capacity for the college.

The average length of an interview was 10 minutes, and the average number of interviews conducted an hour was 4.5. Most respondents were very cooperative and when asked for comments at the end of the interview, praised CCC & TI for its work in the community.

C. Advertisements

A few days prior to the beginning of the final survey interviews, an announcement of the survey was released in the newspaper, The Watauga Democrat, and also on the local radio station, WATA.

VI. PILOT SURVEY

Initially, a pilot survey test of 30 cases was designed, administered, and analyzed for the following purposes: (1) to test the overall flow of the interview including the order and wording of the questions; (2) to determine the average length of time an interview required; (3) to test the sampling procedure; (4) to test the tabulation methods; and (5) to analyze the results to determine if any questions needed to be revised or deleted and/or additional questions added.

The results of the pilot test basically serve to perfect the survey instrument and procedure for the final survey and not to report statistically reliable data representative of the total target population. Therefore, for this report, the pilot survey test results were recorded on a copy of the pilot survey questionnaire to be found on the following pages.

RESULTS - PILOT STUDY

WATAUGA DIVISION CALDWELL COMMUNITY COLLEGE & TECHNICAL INSTITUTE

NEEDS ASSESSMENT SURVEY

Interviewer	Length of Interview	Telephone Number	Total Case Number
_____	10 minutes	☐☐-☐☐☐☐	= 30

Hello, my name is _____, and I'm with Caldwell Community College.

We're conducting a survey to determine what courses and programs you would like to have offered here in Watauga County.

Are you a year-round resident of Watauga County?

( ) Yes ( ) No → Is there an adult in the household that is?

Your telephone number has been selected at random.

Therefore, I don't know your name or address, so all your answers will be confidential.

If you will help us, I would like to ask you just a few questions.

A. Are you aware that Caldwell Community College offers programs in Watauga County?

28 ( ) 1. Yes 2 ( ) 2. No (Explain)

B. Are you aware that these programs are offered through the Watauga Division?

25 ( ) 1. Yes 5 ( ) 2. No

C. I am going to read a short list of programs presently offered by the Watauga Division.

Will you tell me which programs you feel are important for the Wataug Division to provide?

Yes	No	No Comment	
			(Continuing Education)
30		( )	1. Reading Program
30		( )	2. High School Diploma Program
29	1	( )	3. General Interest Courses
			(Curriculum Programs of a Technical Nature)
29	1	( )	4. Business Administration
28	1	( )	5. Paralegal
30		( )	6. Secretarial Science
30		( )	7. Industrial Maintenance Engineer

D. Are there any other programs or services that you think the Watauga Division should provide?

4 ( ) 1. Yes 26 ( ) 2.

Services: Better information on courses offered

Programs: RN
Graphic Arts
Computers

E. Are you interested in taking any general interest courses such as crafts, music, or photography?

12 ( ) 1. Yes 18 ( ) 2. No

See Attached Sheet for Responses

F. Caldwell Community College is thinking about offering courses in the home by cablevision.

Would you be interested in taking a course at home on cablevision?

12( ) 1. Yes
4 ( ) 2. No
12 ( ) 3. No cablevision
2 ( ) 4. No TV

What day of the week would you prefer to have it offered?

	M	T	W	T	F	S	S
Morning	(1)	(1)	(1)	(1)	(1)	(2)	(1)
Afternoon	(1)	(1)	(1)	(1)	(1)	(1)	(1)
Night	(10)	(11)	(10)	(11)	(9)	(3)	(3)

What time of the year?

(4) Spring (5) Fall
(4) Summer (9) Winter

G. Are you presently enrolled in school or college?

3 ( ) 1. Yes 27( ) 2. No

Which one? 1-ASU Part-time
2-Watauga High School

(If a community college -)

What program are you enrolled in?

Ø

Why did you enroll there?

Ø

H. If you had the opportunity, what would be your educational goals for the next 5 years?

13 ( ) 1. None
(GO TO 'J')

3 ( ) 2. High School Diploma
(GO TO 'I')

1 ( ) 3. Certificate or diploma needed for an occupation such as an electrician, nurse, beautician, or real estate salesman
(GO TO 'H.3')

6 ( ) 4. 2-year College Degree (AA,AAS)
(GO TO 'H.4')

3 ( ) 5. 4-year College Degree (BS,BA,BT)
(GO TO 'H.5')

4 ( ) 6. Other 1-Masters
1-Medical School
2-Doctorate
(GO TO 'J')

H.3 What occupation would you like your training in?

1-LPN

How long would you like the training to last?

( ) 1. less than 6 months
(1) 2. 6-12 months
( ) 3. 1-2 years

When would you prefer to attend classes?

	M	T	W	T	F	S	S
Morning	(1)	(1)	(1)	(1)	(1)	( )	( )
Afternoon	( )	( )	( )	( )	( )	( )	( )
Night	( )	( )	( )	( )	( )	( )	( )

What time of the year?

( ) Spring (1) Fall
( ) Summer (1) Winter

23

(GO TO 'I')

H.4 What would you like to study for your 2-year degree?

2-Auto Mech. 1-Sec. Science
2-Business Admin. 1-Undecided

If the Watauga Division offered this program, would you enroll in it?

(6) 1. Yes (Ø) 2. No

Would you mind telling me why?

Ø

(GO TO 'J')

When would you prefer to attend classes?

	M	T	W	T	F	S	S
Morning	(2)	(1)	(2)	(1)	(2)	(0)	(0)
Afternoon	(1)	(1)	(1)	(1)	(1)	(0)	(0)
Night	(2)	(3)	(3)	(2)	(2)	(0)	(0)

What time of the year?

(1) Spring (2) Fall
(1) Summer (2) Winter

(GO TO 'I')

H.5 What would you like to study for your 4-year degree?

1-French 1-Political Science
1-Medical Technician

Would you attend the Watauga Division of Caldwell Community College for 2 years if your courses would transfer to a 4-year college?

(2) 1. Yes (1) 2. No

(GO TO 'I')

Would you mind telling me why?

1 course from having 2 yrs. credit

(GO TO 'J')

I. Would there be anything such as lack of child care or transportation that might keep you from reaching your goal?

(2) 1. Yes (10) 2. No

1-Money

1-Transportation

J. Will you tell me which of the following categories I will read includes your age?

(2) 1. 15-19
(5) 2. 20-24
(7) 3. 25-34
(4) 4. 35-44
(5) 5. 45-54
(4) 6. 55-65
(3) 7. over 65

K. Sex (do not ask)

(12) 1. Male (18) 2. Female

Those are all the questions I have to ask you.
Do you have any other comments you would like to make?

Comments	No Comments
13	17

2

E. Are you interested in taking any general interest courses such as crafts, music, or photography?

12 ( ) 1. Yes 18 ( ) 2. No

Responses and Codes:

1.	Acting.	1
2.	Art Appreciation.	1
3.	Baking.	1
4.	Basic Carpentry	1
5.	Calligraphy	1
6.	Camping	2
7.	Couponing and Refunding .	1
8.	Cooking	1
9.	Electrical Wiring	1
10.	Family Budgeting.	1
11.	Floral Design	1
12.	Guitar.	1
13.	Macrame	1
14.	Money Management.	1
15.	Music Appreciation. . . .	1
16.	Organic Gardening	1
17.	Photography	3
18.	Plumbing.	1
19.	Pottery	1
20.	Quilting.	3
21.	Sculpture	1
22.	Shopping Flea Markets . .	1
23.	TV Broadcasting	1
24.	Upholstery.	1
25.	Valuing Antiques.	1
26.	Voice Lessons	1
27.	Woodworking	1

VII. EDITING, CODING, AND PROCESSING OF DATA

As was mentioned earlier, completed survey questionnaires were edited weekly in order to detect and eliminate any problems quickly. After initial editing, the questionnaire data were ready to be coded. The majority of the data on the questionnaires was processed by the computer program SPSS (Statistical Package for the Social Sciences), and the remaining data were hand coded and tabulated.

To be processed by the computer, the data first were coded onto Opscan sheets from which punch cards were derived. The data cards together with the program cards were then read by a computer which produced the final output of variable counts, frequencies, and cross tabulations. During the processing periods, additional editing of the coded Opscan sheets and punch cards helped to correct coding and punching errors resulting in "cleaner" output.

The open ended questions on the survey forms were hand-coded and tabulated, and some were later coded onto Opscan sheets for computer processing. On all hand coding, the case number for each response was recorded so that later, if desired, those particular responses could be cross referenced.

VIII. SURVEY RESULTS

SUMMARY OF MAJOR FINDINGS
WATAUGA DIVISION NEEDS ASSESSMENT SURVEY
June 1982

- An overwhelming majority (95%) of the sample population is aware that CCC & TI offers programs through the Watauga Division.

- Of over 45 different credit programs that the sample population thought should be offered through the Watauga Division, the three that were most often requested were nursing- LPN and RN (97); auto mechanics (25); and electronic data systems (19).

- Five different types of non-credit programs were mentioned as needing to be offered: nurse's assistant (3); EMT (2); day care training for personnel (91); housekeeping training (1); physical rehabilitation (1).

- Three different types of services were mentioned as needing to be provided: more advertising/public information (8); (ABE, course content, and mailing list content were specified); extended career counseling (1); transportation (1).

- The respondents requested 140 different kinds of general interest courses. The give most often requested were: beginning photography (55); beginning quilting (35); beginning woodworking (26); beginning sewing (23); and general auto mechanics (20).

- Several questions were asked concerning the use of cablevision. Thirty-eight percent (38%) of the sample population now have cablevision. Of these, 26% are interested in taking a course through cablevision. Of those who do not have cablevision, nearly 40% said they would be interested in taking courses through cablevision if it were available. Over half of the respondents (56%) chose winter as the time of year they would prefer to have classes offered via cablevision.

- Of those respondents interested in pursuing a one-year diploma program LPN nursing was named by the most people (4) as the program they were interested in.

- Of the 52 respondents interested in obtaining a two-year degree, the four most requested programs were: business administration (19%); nursing (11%); electronic data systems (9%); and auto mechanics (9%).

- Of the 51 respondents interested in obtaining a four-year degree, the two most requested programs were business administration (29%) and computer science (10%).

- The majority of the respondents said that they would prefer classes offered in the evenings (58%) and during the fall (32%) and winter (33%).

The remainder of this section contains the detailed results of the 500 cases surveyed. Some questions on the following charts are paraphrased from those asked in the final survey.

The computer printout (housed in the office of research and planning), contains cross tabulations some of which were combined in charts included in this report; other cross tabulations were considered too detailed to be included in this summary.

For each closed ended question, the computer program tabulated:

(1) the absolute frequency which is the total number of responses for an answer

(2) the relative frequency which is a percentage of the absolute frequency to the total number of cases (500)

(3) the adjusted frequency which is a percentage of the absolute frequency to the total number of valid cases for that particular question (not every question was asked every respondent)

(4) the cumulative frequency which is a line by line total of the adjusted frequencies.

ARE YOU AWARE THAT CCC & TI OFFERS
PROGRAMS IN WATAUGA COUNTY?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	476	95.2	95.2	95.2
NO	24	4.8	4.8	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

ARE YOU AWARE THAT THESE PROGRAMS ARE
OFFERED THROUGH THE WATAUGA DIVISION?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	475	95.0	95.0	95.0
NO	25	5.0	5.0	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

ARE THERE ANY SERVICES YOU THINK
THE WATAUGA DIVISION SHOULD PROVIDE?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	10	2.0	2.0	2.0
NO	490	98.0	98.0	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

The respondents who answered "yes" to this question felt these services should be offered at the Watauga Division:

SERVICE: NUMBER OF REQUESTS

1. Extended Career Counseling: 2
2. Informing Watauga County Residents of Mailing List Process: 1
3. More Advertising of Program and Course Offerings: 5
4. More Public Information on ABE Program: 1
5. More Specific Information on Course Content: 1
6. Transportation to Classes: 1

ARE THERE ADDITIONAL CURRICULUM PROGRAMS THAT SHOULD BE OFFERED THROUGH THE WATAUGA DIVISION?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	145	29.0	29.0	29.0
NO	355	71.0	71.0	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

The respondents who answered "yes" to this question felt these curriculum programs should be offered:

PROGRAM: NUMBER OF REQUESTS

1. Accounting: 3
2. Agriculture: 1
3. Animal Husbandry: 1
4. Auto Body Repair: 2
5. Automotive Mechanics: 25
6. Business Marketing: 1
7. Carpentry: 4
8. College Parallel: 5
9. Commercial Art: 1
10. Cosmetology: 9
11. Criminal Justice: 1
12. Dental Assistant: 1
13. Dental Hygienist: 2
14. Diesel Vehicle Maintenance: 3
15. Drafting-Mechanical: 5

16. Electrical Engineering: 2

17. Electrical Installation: 2

18. Electronic Data Systems: 19

19. Electronics: 3

20. Environmental Science: 1

21. Fish & Wildlife: 1

22. Food Services Management: 2

23. Foreign Language: 2

24. Forestry: 4

25. General Construction: 1

26. Health Case: 1

27. Horticulture: 5

28. Hotel-Motel-Restaurant Management: 1

29. Interior Design & Decorating: 2

30. Liberal Arts: 1

31. LPN: 37

32. Medical Secretary: 6

33. Physical Therapy Assistant: 1

34. Physical Therapy: 1

35. Pre-Medical: 2

36. Police Science: 1

37. Real Estate: 1

38. Refrigeration & Air/Conditioning: 1

39. Radiologic Technology: 1

40. RN: 60

41. Solar Engineering: 1

42. Surveying: 1

43. Veterinarian Science: 1

44. Welding: 2

45. Woodworking: 1

ARE THERE ADDITIONAL NON-CREDIT PROGRAMS THAT SHOULD BE OFFERED THROUGH THE WATAUGA DIVISION?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	7	1.4	1.4	1.4
NO	493	98.6	98.6	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

The respondents who answered "yes" to this question felt these non-credit programs should be offered:

PROGRAM: NUMBER OF REQUESTS

1. Health Related Training-Emergency Medical Technician (EMT): 2
2. Health Related Training-Nurse's Assistant: 3
3. Job Related Training-Day Care Training for Personnel: 1
4. Job Related Training-Housekeeping: 1
5. Job Related Training-Physical Rehabilitation: 1

ARE YOU INTERESTED IN TAKING
ANY GENERAL INTEREST COURSES?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	252	50.4	50.4	50.4
NO	248	49.6	49.6	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

The complete alphabetized list of courses requests follows.

COURSE: NUMBER OF REQUESTS

1. Accounting: 1
2. Adult Driver Education: 2
3. Advanced Crochet: 1
4. Advanced Sewing: 2
*5. Aerobics: 4
6. American History: 1
7. Appalachian Folklore: 1
8. Appreciation of American Literature: 3
9. Art appreciation: 7
10. Assertiveness Training: 1
11. Basic Home Improvements: 9
12. Basics of Air-Conditioning: 1
13. Basics of Roofing: 1
14. Basket Weaving: 3
15. Beginning Banjo: 1
16. Beginning Crochet: 3
17. Beginning Drawing and Design: 4
18. Beginning Dulcimer: 1
19. Beginning Embroidery: 1
20. Beginning Flute: 1
21. Beginning Guitar: 10
22. Beginning Knitting: 6
23. Beginning Macrame: 14
24. Beginning Mandolin: 1
25. Beginning Needlepoint: 7
26. Beginning Organ: 1
27. Beginning Piano: 10
28. Beginning Photography: 55
29. Beginning Pottery: 8
30. Beginning Quilting: 35

31. Beginning Rug Hooking: 1
32. Beginning Sewing: 23
33. Beginning Tole painting: 3
34. Beginning Typing: 4
35. Beginning Weaving: 5
36. Beginning Welding: 6
37. Beginning Woodworking: 26
38. Bible: 2
39. Blue Print Reading: 2
*40. Boxing: 1
41. Cake Decorating: 7
42. Calligraphy: 5
43. Carpentry: 2
44. Ceramics: 9
45. Child Psychology: 1
46. Christmas Tree Production: 1
47. Contemporary Literature: 1
48. Conversational French: 1
49. Conversational Spanish: 4
50. Cooking with Micro-Wave Oven: 1
51. Copper Tooling: 1
52. Cosmetology: 1
53. CPR: 16
54. Crafts: 7
55. Creative Stitchery: 1
56. Creative Writing: 6
57. Cross-stitch: 2
58. Current Book Reviews: 1
*59. Dancing: 2
60. Dating Course for Singles: 1
61. Death and Dying: 1
62. Divorce: 1
*63. Dog Obedience: 1
64. Doll Making: 1
65. Drama: 1
66. Drapery Construction: 1
67. Economics: 1
68. Educational Psychology: 1
69. Electrical Wiring: 2
70. Electricity: 1
71. Energy Conservation: 1
72. English Grammar: 2
73. English Literature: 2
*74. Exercise Class: 1
75. First-Aid: 2
*76. Fishing Techniques: 1
77. Flower Arranging: 6
78. Folk Music Appreciation: 1
79. Food Preservation: 1
80. Furniture Refinishing: 4
81. Gardening: 2
82. General Auto Mechanics: 20
83. General Cooking: 2
84. Gourmet Cooking: 1
85. Handling Emotions: 1
86. Hebrew: 1

87. History of Watauga County: 2
88. Home Decorating: 1
89. Home Nursing for the Elderly: 1
90. Home Use of Computers: 2
91. Income Tax Preparation: 3
92. Interior Decorating and Design: 3
93. Jewelry Making: 1
94. Journalism: 1
95. Law for Laymen: 1
96. Life and Career Planning: 1
97. Macro-Biotic Cooking: 1
98. Marketing of Crafts: 2
99. Metric System: 1
100. Micro-Computers: 2
101. Mural Painting: 1
102. Music Appreciation: 14
103. Music Theory: 1
104. Natural Science: 1
105. Nature Studies: 1
106. New Life Styles or Roles: 1
107. Nutrition: 1
108. Nutrition for Low-Cholesterol Diets: 1
109. Oil Painting: 4
110. Oriental Cooking: 2
111. Painting with Acrylics: 1
112. Parent Effectiveness Training (PET): 3
113. Personal Improvement: 1
114. Personal Money Management: 9
115. Picture Framing and Matting: 1
116. Plumbing: 2
117. Printing: 1
118. Production of Video Tapes: 2
119. Propagation and Care of Plants: 1
120. Public Speaking: 1
121. Real Estate: 5
122. Rock Masonry: 1
*123. Self-Defense: 1
124. Sign-language: 3
125. Silk Screen: 2
126. Small Business Management: 2
127. Small Engine Repair: 11
128. Smocking: 2
129. Solar Energy: 1
130. Solar Heating of Homes: 1
131. Speed Reading: 1
132. Stained Glass: 2
133. Tailoring: 1
134. Teacher Certification Renewal: 1
135. Upholstery: 6
136. Vocal Music: 1
137. Watercolor Painting: 5
138. World Literature: 1
139. World Religions: 1
*140. Yoga: 1

* Cannot be offered as a Continuing Education Program.

DO YOU HAVE CABLEVISION?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	189	37.6	37.8	37.8
NO T.V.	8	1.6	1.6	39.4
NO CABLEVISION	303	60.6	60.6	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

WOULD YOU BE INTERESTED IN TAKING A COURSE AT HOME ON CABLEVISION?

RESPONDENTS WHO HAVE CABLEVISION

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	132	26.4	69.8	69.8
NO	57	11.4	30.2	100.0
(NON-APPLICABLE)	311	62.2	MISSING	100.0
TOTAL	500	100.0	100.0	

VALID CASES 189 MISSING CASES 311

RESPONDENTS WHO PRESENTLY DO NOT HAVE CABLEVISION

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	191	38.2	63.0	63.0
NO	112	22.4	37.0	100.0
(NON-APPLICABLE)	197	39.4	MISSING	100.0
TOTAL	500	100.0	100.0	

VALID CASES 303 MISSING CASES 197

The following charts summarize the time viewing preferences for all respondents interested in taking a course at home on cablevision.

		MON	TUES	WED	THURS	FRI	SAT	SUN	TOTALS
MORNING	#	50	58	56	51	45	16	5	281
	%	10%	11.6%	11.2%	10.2%	9.0%	3.2%	1.0%	
AFTERNOON	#	46	48	49	48	33	24	11	259
	%	9.2%	9.6%	9.8%	9.6%	6.6%	4.8%	2.2%	
NIGHT	#	158	158	157	143	95	26	11	748
	%	31.6%	31.6%	31.4%	28.6%	19.0%	5.2%	2.2%	
TOTALS	#	254	264	262	242	173	66	27	1,288

= Number of Responses

% = Relative Frequency (Number of Responses ÷ 500 Cases)

	SPRING	SUMMER	FALL	WINTER
# OF RESPONSES	85	73	128	279
% (RELATIVE FREQUENCY)	17.0%	14.6%	25.6%	55.8%

Relative Frequency = Number of Responses ÷ 500 Cases

ARE YOU PRESENTLY ENROLLED IN SCHOOL OR COLLEGE?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	43	8.6	8.6	8.6
NO	457	91.4	91.4	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

The respondents who answered "yes" to this questions were enrolled in the following schools:

SCHOOL OR COLLEGE: NUMBER OF CASES

1. ASU (Part-time): 2
2. Bowman Gray: 1
3. CCC & TI - Hudson: 2
4. CCC & TI - Watauga Division: 6
5. UNC: 2
6. UNC-G: 1
7. Watauga High School: 28
8. Unknown: 1

42

IF YOU HAD THE OPPORTUNITY, WHAT WOULD BE YOUR EDUCATIONAL GOALS FOR THE NEXT FIVE YEARS?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
NONE	347	69.4	69.4	69.4
HS DIPLOMA	18	3.6	3.6	73.0
DIPLOMA	13	2.6	2.6	75.6
2-YR DEGREE	52	10.4	10.4	86.0
4-YR DEGREE	51	10.2	10.2	96.2
OTHER	19	3.8	3.8	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING 0

The data on this page and the following page were compiled from respondents who expressed a desire to obtain a diploma.

CURRICULUM PROGRAM	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
AGRICULTURAL SCIENCE	1	0.2	7.7	7.7
AUTO MECHANICS	1	0.2	7.7	15.4
COSMETOLOGY	1	0.2	7.7	23.1
ELECTRICAL INSTALLATION AND MAINTENANCE	2	0.4	15.4	38.5
ELECTRONIC DATA SYSTEMS	1	0.2	7.7	46.2
FOOD SERVICES MANAGEMENT	1	0.2	7.7	53.8
NURSING - LPN	4	0.8	30.8	84.6
PARALEGAL TECHNOLOGY	1	0.2	7.7	92.3
WATER TREATMENT PLANT OPERATOR	1	0.2	7.7	100.0
(NON-APPLICABLE)	487	97.4	MISSING	100.0
TOTAL	500	100.0	100.0	

VALID CASES 13 MISSING CASES 487

DESIRED LENGTH OF TRAINING PERIOD	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
LESS THAN 6 MONTHS	0	.0	.0	.0
6-12 MONTHS	7	1.4	53.8	53.8
1-2 YEARS	6	1.2	46.2	100.0
(NON-APPLICABLE)	487	97.4	MISSING	100.0
TOTAL	500	100.0	100.0	

VALID CASES 13 MISSING CASES 487

PREFERENCES FOR TIMES OF CLASS MEETINGS

	MON	TUES	WED	THUR	FRI
MORNING	2	2	2	2	2
AFTERNOON	1	1	1	2	0
NIGHT	9	7	9	7	3

SPRING	SUMMER	FALL	WINTER
10	8	9	9

The data on this page and the following page was compiled from respondents who expressed a desire to obtain a two-year degree.

CURRICULUM PROGRAM	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
ART	2	0.4	3.8	3.8
AUTO MECHANICS	5	1.0	9.0	13.5
BIOLOGY	1	0.2	1.9	15.4
BUSINESS ADMINISTRATION	10	2.0	18.9	34.6
BUSINESS ADMINISTRATION - FINANCIAL MANAGEMENT/ ACCOUNTING	1	0.2	1.9	36.5
COMMERCIAL ART	1	0.2	1.9	38.5
DIESEL VEHICLE MAINTENANCE	1	0.2	1.9	40.4
ELECTRICAL ENGINEERING TECHNOLOGY	1	0.2	1.9	42.3
ELECTRONIC DATA SYSTEMS	5	1.0	9.4	51.9
ENGLISH LITERATURE	1	0.2	1.9	53.8
FOOD SERVICES MANAGEMENT	1	0	3.8	55.8
INDUSTRIAL MAINTENANCE ENGINEER	3	0.6	5.7	61.5
INTERIOR DESIGN	3	0.6	5.7	67.3
NURSING - RN	6	1.2	11.3	78.8
PARALEGAL TECHNOLOGY	1	0.2	1.9	80.8
POLICE SCIENCE	1	0.2	1.9	82.7
PRACTICAL CARPENTRY	1	0.2	1.9	84.6
PRE-TEACHING	2	0.4	3.8	88.5
SECRETARIAL SCIENCE - EXECUTIVE	1	0.2	1.9	90.4
SECRETARIAL SCIENCE - MEDICAL	1	0.2	1.9	92.3
SOLAR ENGINEERING	1	0.2	1.9	94.2
SPECIAL EDUCATION	1	0.2	1.9	96.2
ULTRASOUND RADIOLOGY	1	0.2	1.9	98.1
UNKNOWN	1	0.2	1.9	100.0
(NON-APPLICABLE)	447	89.4	MISSING	100.0
TOTAL	500	100.0	100.0	

VALID CASES 52 MISSING CASES 448

IF THE WATAUGA DIVISION OFFERED THIS PROGRAM,
WOULD YOU ENROLL IN IT?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	47	9.4	90.4	90.4
NO	1	.2	1.9	92.3
ENROLLED IN CCC	4	0.8	7.7	100.0
(NON-APPLICABLE)	446	89.6	MISSING	100.0
TOTAL				

VALID CASES 52 MISSING CASES 448

PREFERENCES FOR TIMES OF CLASS MEETINGS.

	MON	TUES	WED	THURS	FRI	SAT	SUN
MORNING	14	13	14	12	12	0	0
AFTERNOON	5	5	5	5	7	0	0
NIGHT	25	27	24	26	16	1	1

SPRING	SUMMER	FALL	WINTER
26	20	42	41

The following data were compiled for respondents who expressed a desire to obtain a four-year degree.

CURRICULUM PROGRAM	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
BIOLOGY	2	0.4	3.9	3.9
BUSINESS ADMINISTRATION	15	3.0	29.4	33.3
CHEMISTRY/PHYSICS	1	0.2	2.0	35.3
COMPUTER SCIENCE	5	1.0	9.8	45.1
CRIMINAL JUSTICE	2	0.4	3.9	49.0
EDUCATIONAL PSYCHOLOGY	1	0.2	2.0	51.0
ELEMENTARY EDUCATION	2	0.4	3.9	54.9
ENGINEERING	2	0.4	3.9	58.8
ENGLISH	1	0.2	2.0	60.8
FASHION DESIGN	1	0.2	2.0	62.7
HORTICULTURE	1	0.2	2.0	64.7
HOSPITAL ADMINISTRATION	1	0.2	2.0	66.7
INDUSTRIAL ARTS	2	0.4	3.9	70.6
LIBRARY SCIENCE	1	0.2	2.0	72.5
MUSIC	3	0.6	5.9	78.4
NURSING - RN	2	0.4	3.9	82.4
NUTRITION	1	0.2	2.0	84.3
PHYSICAL EDUCATION	1	0.2	2.0	86.3
PHYSICAL SCIENCE	1	0.2	2.0	88.2
POLITICAL SCIENCE	2	0.4	3.9	92.2
ZOOLOGY	1	0.2	2.0	94.1
UNDECIDED	3	0.6	5.9	100.0
(NON-APPLICABLE)	449	89.8	MISSING	100.0
TOTAL	500	100.0	100.0	

VALID CASES 51 MISSING CASES 449

WOULD YOU ATTEND THE WATAUGA DIVISION FOR TWO YEARS IF YOUR COURSES WOULD TRANSFER TO A FOUR-YEAR COLLEGE?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	38	7.6	74.5	74.5
NO	12	2.4	23.5	98.0
ENROLLED AT WATAUGA DIVISION	1	0.2	2.0	100.0
(NON-APPLICABLE)	449	89.8	MISSING	100.0
TOTAL	500	100.0	100.0	

VALID CASES 51 MISSING CASES 449

The respondents who answered "no" to this question gave the following reasons:

REASON: NUMBER OF RESPONSES

Presently Attending CCC at Hudson: 1
Has 2-year Degree from CCC: 2
Has Already Completed 1-2 Years Elsewhere: 2
Has Already Completed 2 Years Elsewhere: 3
Has Already Completed 3-3½ Years Elsewhere: 2
Plans to Attend ASU: 1
Plans to Attend 4-Year College Out of State: 1

ARE THERE ANY OBSTACLES TOWARD YOUR MEETING YOUR EDUCATIONAL GOALS?

	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
YES	16	3.2	13.6	13.6
NO	102	20.4	86.4	100.0
(NON-APPLICABLE)	382	76.4	MISSING	100.0
TOTAL	500	100.0	100.0	

VALID CASES 118 MISSING CASES 382

The respondents who answered "yes" to this question listed the following obstacles:

OBSTACLE: NUMBER OF RESPONSES

Child Care: 7
Finances: 1
Job: 2
Job Requires Evening Classes: 1
Transportation: 5

COST ANALYSIS

This study/survey was conducted by Margarette Clegg, a graduate intern at Appalachian State University.

1.	Contract salary Services included: a. Designing the questionnaire b. Training and supervising interviewers* c. Performing data summary and analysis d. Preparing a final report	$1,610.00
2.	Computer processing	
	a. Opscan sheets cost	44.16
	b. Opscan service printing	30.60
	c. SPSS program processing	88.38
3.	Travel	398.00
	Total:	$2,171.14

*The interviewers were working on their BT or masters internship and received no compensation.

RESOURCES

BOOKS

(1) Best, John W. Research in Education New Jersey: Prentice-Hall Inc., 1977.

(2) Boone, North Carolina Telephone Locator Colorado: Johnson Publishing Company, 1980.

(3) Groves, Robert M. and Kahn, Robert L. Surveys by Telephone: A National Comparison with Personal Interviews Academic Press, Inc., 1979.

(4) Survey Research Center. Interviewer's Manual Michigan: University of Michigan, 1969.

(5) Warwick, Donald P. and Lininger, Charles A. The Sample Survey: Theory and Practice New York: McGraw-Hill, Inc., 1975.

(6) Weisberg, Harold F. and Bowne, Bruce D. An Introduction to Survey Research and Data Analysis San Francisco: W. H. Freeman and Company, 1977.

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APPENDIX I

RESPONDENTS' SEX	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
MALE	184	36.8	36.8	36.8
FEMALE	316	63.2	63.2	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

The number of surveyed males and females were not representative of the target population. The females were over represented in the survey. The chi square value was 25.87.

APPENDIX II

RESPONDENTS' AGE	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
UNKNOWN	1	0.2	0.2	0.2
16-19	40	8.0	8.0	8.2
20-24	46	9.2	9.2	17.4
25-34	124	24.8	24.8	42.2
35-44	98	19.6	19.6	61.8
45-54	65	13.0	13.0	74.8
55-65	59	11.8	11.8	86.6
Over 65	67	13.4	13.4	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

The age ranges (male and female combined) of the survey were not representative of the target population. In the survey, the lower two age ranges were over-represented, and the upper age ranges were under-represented. The chi square value was 22.98.

By sex, the males in the 16-19 age range were over-represented and were under-represented in the 55-65 and over 65 age groups. The chi square value was 12.72.

The females were over-represented in the 20-24 age range in the survey and in the over 65 age group were under-represented. The chi square value was 17.54.

APPENDIX III

SEX & AGE PERCENTAGES FOR SURVEY AND TARGET POPULATION

	MALE		FEMALE		TOTAL	
AGE	NUMBER	% OF TARGET POPULATION	NUMBER	% OF TARGET POPULATION	NUMBER	% OF TARGET POPULATION
UNKNOWN	1	.2	0	.0	1	.2
	0	0	0	0	0	0
16-19	19	3.8	21	4.2	40	8.0
		3.2		2.5		5.7
20-24	18	3.6	28	5.6	46	9.2
		3.4		3.0		6.4
25-34	49	9.8	75	15.0	124	24.8
		10.7		10.9		21.6
35-44	34	6.8	64	12.8	98	19.6
		9.2		9.4		18.6
45-54	19	3.8	46	9.2	65	13.0
		7.1		7.7		14.8
55-65	18	3.6	41	8.2	59	11.8
		7.0		7.7		14.7
OVER 65	26	5.2	41	8.2	67	13.4
		7.7		10.5		18.2
TOTAL	184	36.8	316	63.2	500	100.0
		48.3		51.7		100.0

APPENDIX IV

DAY OF INTERVIEW	ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
MONDAY	20	4.0	4.0	4.0
TUESDAY	95	19.0	19.0	23.0
WEDNESDAY	60	12.0	12.0	35.0
THURSDAY	113	22.6	22.6	57.6
FRIDAY	36	7.2	7.2	64.8
SATURDAY	176	35.2	35.2	100.0
TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

APPENDIX V

TIME OF INTERVIEW		ABSOLUTE FREQ (NUMBER)	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
P.M.:	1:00- 1:59	34	6.8	6.8	6.8
	2:00- 2:59	47	9.4	9.4	16.2
	3:00- 3:59	33	6.6	6.6	22.8
	4:00- 4:59	57	11.4	11.4	34.2
	5:00- 5:59	53	10.6	10.6	44.8
	6:00- 6:59	59	11.8	11.8	56.6
	7:00- 7:59	48	9.6	9.6	66.2
	8:00- 8:59	45	9.0	9.0	75.2
	9:00- 9:15	2	0.4	0.4	75.6
A.M.:	10:00-10:59	43	8.6	8.6	84.2
	11:00-11:59	34	6.8	6.8	91.0
P.M.:	12:00-12:59	45	9.0	9.0	100.0
	TOTAL	500	100.0	100.0	

VALID CASES 500 MISSING CASES 0

APPENDIX VI

APPLICATION OF SAMPLING METHOD

A. Obtaining the total number of residential lines in Watauga County

The first step was to obtain the total number of lines in Watauga County. Southern Bell Telephone Company serves Watauga County through the "262", "264", and "295" exchanges, and Skyline Telephone Company serves the rest of the county with the "297" and "963" exchanges. Each company provided the number of residential lines for their respective exchanges. The total number of residential lines for the entire county was 14,509.

NUMBER OF CASES SURVEYED PER TELEPHONE EXCHANGE

		% of # Residential Lines	
		.21%	3.4%
EXCHANGE	# RESIDENTIAL LINES	PILOT SURVEY CASES	FINAL SURVEY CASES
297	2,434	5	83
963	1,756	4	60
262	1,287	3	44
264	7,057	14	240
295	1,975	4	67
TOTALS	14,509	*30	**494

*30 = .18% of Target Population (16,634)
**494 = 2.97% of Target Population (16,634)

The following chart lists the valid telephone number ranges that were identified for the "963" exchange. The telephone company identified the first assigned number of the exchange, 963-4001, and the last assigned number, 963-6849. Within that defined range, the Telephone Locator search revealed 2 missing ranges of 100 numbers each: 963-4999 to 963-5199 and 963-5999 to 963-6199.

There were unassigned as well as business numbers interspersed in our final ranges of valid numbers. Therefore, the total number of telephone numbers in our ranges exceeded the total number of residential lines. In the "963" exchange, the total number of lines in the ranges (2447) is greater than the total number of residential lines (1,756).

VALID TELEPHONE NUMBER RANGES

"963" EXCHANGE

VALID PHONE NUMBER RANGES	# LINES/RANGE
963-4001 -4998	998
963-5200 -5998	799
963-6200 -6849	650
TOTAL	2,447

B. Assigning subranges for each exchange

In the final study, 60 cases were selected from the "963" exchange. The total number of lines in the "963" exchange ranges was divided into 60 subranges, and then one case number was randomly selected from each subrange.

In the "963" exchange, the total number of telephone numbers in the 3 primary ranges was, 2447, which, when divided by 60, yielded 40.78. (Refer to the chart on the following page.) Therefore, each subrange consisted of approximately 41 consecutive telephone numbers. Since the division of 2447 by 60 yielded a fraction (4.78), part of the subranges consisted of 41 numbers, and the remaining subranges consisted of 40 numbers.

For the latter part of the subranges, 39 instead of 40 was added to the first number of each subrange to equalize the ranges. The other exchanges were subdivided according to this same method.

DEFINING THE SUBRANGES

"963" EXCHANGE

Note: This is the beginning listing of how the subranges for the "963" exchange was defined. This process was continued for the remainder of the numbers in that exchange.

60 Case Numbers = 60 SubRanges

Lines in Primary Ranges $\frac{2447}{60}$ = 40.78 lines/subrange

	SUBRANGES	CASE #		SUBRANGES	CASE #
1.	963-4001 -4041	45	18.	963-4698 -4738	62
2.	963-4042 -4082	46	19.	963-4739 -4779	63
3.	963-4083 -4123	47	20.	963-4780 -4820	64
4.	963-4124 -4164	48	21.	963-4821 -4861	65
5.	963-4165 -4205	49	22.	963-4862 -4902	66
6.	963-4206 -4246	50	23.	963-4903 -4943	67
7.	963-4247 -4287	51	24.	963-4944 -4984	68
8.	963-4288 -4328	52	25.	963-4985 -4998	69
9.	963-4329 -4369	53		963-5200 -5225	
10.	963-4370 -4410	54	26.	963-5226 -5266	70
11.	963-4411 -4492	55	27.	963-5267 -5307	71
12.	963-4452 -4492	56	28.	963-5308 -5348	72
13.	963-4493 -4533	57	29.	963-5349 -5389	73
14.	963-4534 -4574	58	30.	963-5390 -5431	74
15.	963-4275 -4615	59	31.	963-5432 -5472	75

C. Obtaining the number of cases to be used in the pilot survey and final survey

Refer to the chart on the preceding page.

Each completed survey form is identified by its own unique case number. Thus, a case number represents a successfully completed tleephone interview. The total number of cases chosen for both the pilot and final surveys was a percentage of the total number of lines.

For the pilot study, 30 cases were included which was .18% of the target population. Also, 30 cases equals the sum of .21% of the number of lines for each exchange.

For the final study, 494 case numbers were selected. This number is 2.97% of the target population and is the sum of 3.4% of the number of lines for each exchange.

(It is noted in the final survey results in this report that 500 cases were documented rather than 494. The 6 extra cases were the results of individual case referrals.)

D. Identifying valid telephone number ranges within each exchange

Within any exchange, there are assigned business and residential numbers as well as unassigned numbers. All ranges of unassigned numbers ($N \geq 100$) were identified and omitted from our list of valid telephone number ranges. The telephone companies provided information on the largest ranges of unassigned numbers. Other small ranges of approximately 100 unassigned numbers were found in the Watauga County Telephone Locator.

(The "963" exchange will be used as an example to describe all the remaining steps in the application of the sampling method.)

E. Obtaining a telephone interview for each case

A unique case number was assigned to each subrange of each exchange. The interviewer's call sheet on the following page has 8 columns identified by subranges and their corresponding case numbers. For example, case number 71 is represented by the subrange 963-5276 to 963-5307. One successfully completed telephone interview (a contact) from a number within that subrange constituted case number 71, and case number 71 was identified by that telephone number.

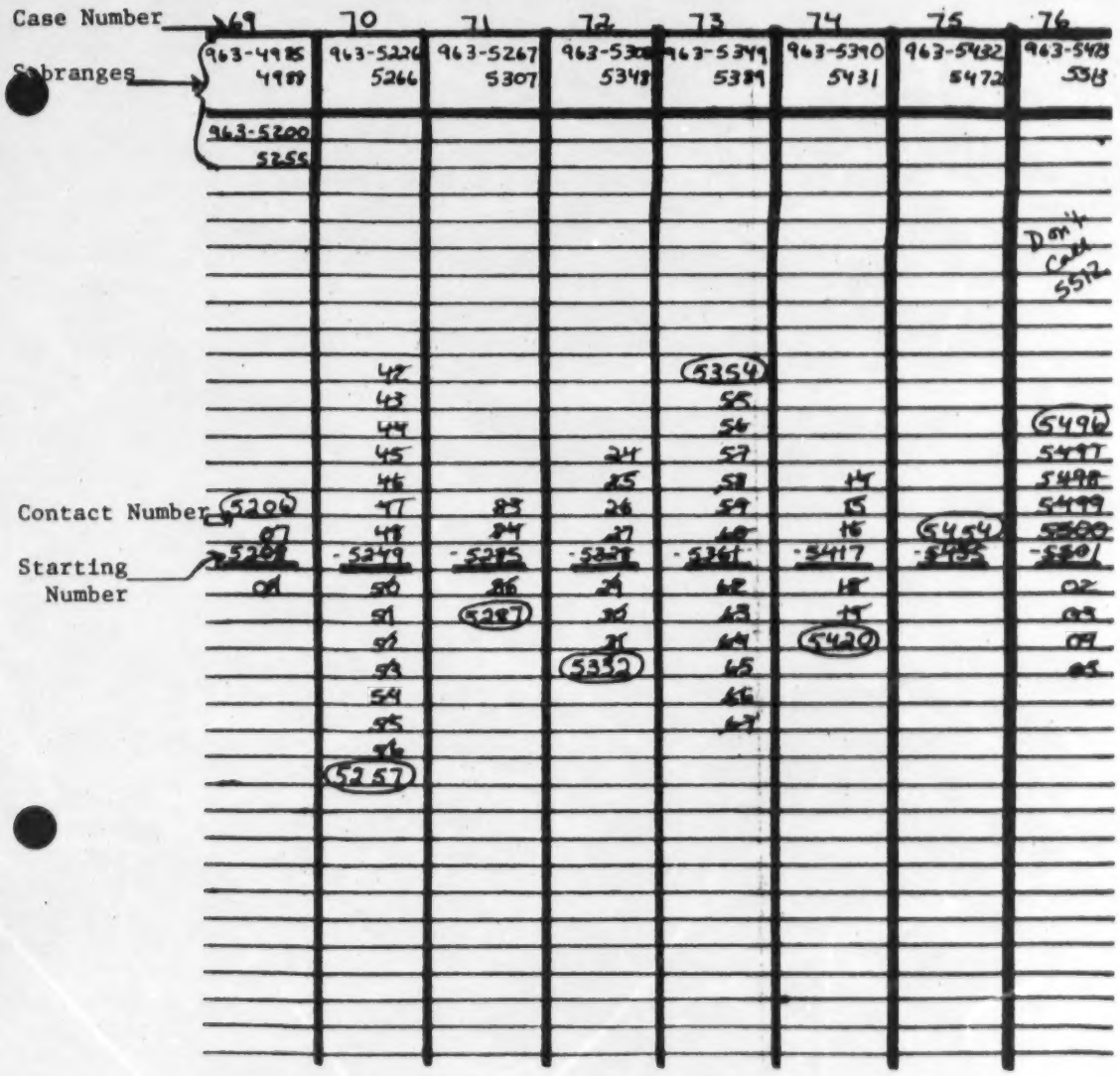
In each column (or case), one telephone number was randomly chosen near the middle of each subrange. In case number 71, the number was 963-5285. (The coordinator performed all the steps in the application of the sampling method to this point. Now, the interviewer was given the call sheet.) The interviewer called the given number. If a contact was not made, the next lower and then the next higher numbers were alternately called until a contact was made. In this example, the circled number 963-5287 was the contact.

Overall, this particular page of case numbers represents a higher than average number of calls per contact. Also note in the case number 76 column, the interviewer wrote "Don't call 5512". This number was called on the pilot survey, and all pilot survey contact numbers were omitted from the final study.

INTERVIEWER'S CALL SHEET

"963" Exchange

Interviewer: MW



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